



Downtown & Tourism Intern

ROLE OVERVIEW

Performs a variety of functions for the City of Hutto related to downtown and tourism marketing initiatives.

ORGANIZATIONAL IMPACT

Provides **standard** services or **factual input** on matters that contribute to the efficient operation of the work unit or area. The work involves the performance of specific, routine operations that include a few separate tasks or procedures. The work product or service is required to facilitate the work of others; however, it has minimal impact beyond the immediate organizational unit or beyond the timely provision of services to others.

Customer Service

Position requires **interaction** with customers in person, over the telephone, or in writing. Assesses and satisfies customer needs by **giving and/or receiving factual information** from readily available sources regarding policies, practices, procedures, and work in progress, to resolve **routine problems**. The personal contacts are with employees **within the immediate organization**, office project or **work unit** and in related or support units; and/or the contacts are with members of the general public in very highly structured situations, e.g., the purpose of the contact and the question of with whom to deal are relatively clear. The purpose is to obtain, clarify or give facts or information regardless of the nature of those facts; i.e., the facts or information may range from easily understood to highly technical. Individual must positively reflect the City of Hutto in interactions with customers.

Creativity and Continuous Process Improvement

Position **routinely** requires creativity to **solve new problems or offer suggestions** for improvements in this position. The work consists of duties that involve related steps, processes or methods. The decision regarding what needs to be done involves various choices that require the employee to recognize the existence of and differences among a few easily recognizable situations. Actions to be taken or responses to be made differ in such things as the source of information, the kind of transactions or entries, or other differences of a factual nature. Creativity is needed to develop effective marketing information and to communicate with the public.

PRINCIPLE OUTCOMES

- 1.
- 2.
- 3.

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RESPONSIBILITY for RESULTS

Performs duties that require the incumbent to **coordinate efforts** with the workflow of other units. Duties involve setting priorities, analyzing information, and compiling results. **Achieves results** that depend in part on others in the department. Responsibilities include serving as a technical resource or providing training or guidance to others and reviewing the work they produce. Procedures for doing the work have been established and a number of specific guidelines are available. The number and similarity of guidelines and work situations require the employee to use **judgment in locating and selecting the most appropriate guidelines**, references and procedures for application and in making minor deviations to adapt the guidelines to specific cases. The employee may also **determine which of several established alternatives to use**. Situations to which the existing guidelines cannot be applied or significant proposed deviations from the guidelines are referred to the supervisor. The employee uses initiative in carrying out recurring assignments independently without specific instructions, but refers deviations, problems and unfamiliar situations not covered by instructions to the supervisor for decision or help. The supervisor assures that finished work and methods used are technically accurate and in compliance with instructions or established procedures. Review of the work increases with more difficult assignments if the employee has not previously performed similar assignments. Individual will develop marketing materials and assist during special events.

Capital and/or Fiscal Responsibility

[Content Here]

ESSENTIAL DUTIES

Essential Duties

1. Develops a brochure for Special Events & COOP Rental Policy (rentals for special events, receptions, group meetings, family gatherings, etc..).
2. Updates brochures for: Things to Do in Hutto, Hutto Restaurants, and Visit Hutto.
3. Maintains tourism lead file and visitor mail outs.
4. Promotes public awareness of downtown activities and events through involvement with the local community.
5. Organizes and manages an information booth at the weekly CO-OP Market Nights.
6. Assists with initial planning of Sunset Music Series, and Reds, Whites and Brews Event.
7. Develops a graphic to be used in marketing efforts for downtown Hutto.
8. Performs other duties as assigned.

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LEADERSHIP

Next Level Supervisor: Assistant City Manager

Immediate Supervisor: Downtown & Tourism Manager

This Position: Downtown & Tourism Intern

Direct Reports: None

Supervision Received: Works under the general guidance and direction of the Downtown & Tourism Manager in the City Manager's Office.

Supervision Exercised: Position has **no responsibilities** or authority for direction of others.

CREDENTIALS

Knowledge / Skills / Ability

Basic job skills in a technical or administrative area are required. Training is of relatively short duration (one year or less). Specialized job skills may include the ability to operate technical or office equipment at a more advanced level. Basic skill to operate equipment requiring some previous training. Good writing skills, and experience with Word, Excel and PowerPoint is required. Experience and skills with Photoshop, InDesign, and Adobe Acrobat Pro is preferred.

Formal Education / Certification / Licenses (minimum preferred)

High school plus special training or equivalent experience (apprenticeship). Knowledge of a body of standardized rules, procedures or operations that require considerable training and experience to perform the full range of standard clerical assignments and resolve recurring problems. High school graduate, current undergraduate or graduate student preferred with a major related to public relations, marketing, communications or related field.

Certifications/Licenses: Possession of or the ability to obtain valid Texas drivers license.

Prior Experience

High school graduate, current undergraduate or graduate student preferred with a major related to public relations, marketing, communications, or a related field.

Marketing and Communications Intern

WORK CONDITIONS

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work requires **some physical exertion**, such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stopping, stretching, reaching or similar activities; or recurring lifting of moderately heavy items, such as portable office equipment, laptops and record boxes. The work may require specific, but common, physical characteristics and abilities, such as above average agility and dexterity. .

The employee must frequently lift, carry and/or move up to 20 pounds and occasionally lifts, carries and/or moves from 21 – 60 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The environment involves **everyday risks and discomforts** that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals. The work area is adequately lighted, heated/cooled and ventilated.

Tools and Equipment Used

Computer; Telephone; Fax, Copier, Printer and Scanner machines. City vehicle. Audio/Video equipment, etc.

Department: City Administration
Revised: March 2015

FLSA Status: Non-Exempt

Acknowledgement:

This role description does not constitute an employment agreement and is subject to change. This description is intended to indicate the type of outcomes, essential duties and levels of work difficulty required for this role. Other outcomes and/or responsibilities may be added, deleted or changed at anytime, at the discretion of Management, formally or informally, either verbally or in writing. I have read and understand the duties required of this role and further affirm that I am physically and mentally able to perform the duties as described or have requested/arranged reasonable accommodations to do so pursuant with the Americans Disability Act (ADA).

Employee: _____
(Print Name)

Signature: _____

Date: _____